

The Town will continue to enforce existing regulations and evaluate demographic information as it is supplied by county, regional, State, and Federal agencies.

34. Adult Entertainment

BACKGROUND

Adult establishments include adult bookstores, adult motion picture theaters, adult mini motion picture theaters, adult live entertainment businesses, or some massage businesses. While the First Amendment to the United States Constitution protects certain rights with respect to the exercise of free speech, studies in many communities have demonstrated that the establishment of certain adult businesses located near residential areas has a deleterious effect on both the business and residential segments of the neighborhood, causing a downgrading of property values. It has been further demonstrated that the establishment of some adult businesses often creates problems for law enforcement agencies, by the very nature of these businesses and the difficulty often experienced in trying to determine if the operations are of a legal nature. Further, the Town of Kill Devil Hills has a long standing history and reputation of being a family oriented beach resort community and tourism being the overwhelming largest industry for the Town.

Concerning adult establishments, 79.8% disagreed or strongly disagreed that the presence of such establishments would enhance the vacation/resort attraction of the Town for vacationers. A great majority of respondents (73.3%) agreed or strongly agreed that the presence of such establishments would negatively influence their decision to buy a vacation cottage or home in Town, while 67.1% of respondents agreed or strongly agreed that the presence of such establishments would negatively influence their decision to vacation in a resort area.

The policy and implementation strategies which follow represent the first developed by the Town with respect to this land use issue.

POLICY

The Town supports enhancements to and the preservation of its family beach atmosphere and thus does not encourage the